



OAKLAND ATHLETICS

Media Release

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FOR IMMEDIATE RELEASE

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A's Unveil "Rooted in Oakland" Advertising Campaign

Award-winning commercials shot at various Oakland locations

OAKLAND, Calif. – The Oakland Athletics and their advertising agency, Hub Strategy & Communication of San Francisco, today launched a new advertising campaign called "Rooted in Oakland," which emphasizes the club's commitment to building a ballpark in its longtime home city.

All five television spots were shot entirely in the city of Oakland during the last week of January. The spots feature A's manager Bob Melvin, Oakland mayor Libby Schaaf, A's third base coach Chip Hale, and A's players Sean Doolittle, Marcus Semien, Sonny Gray, Stephen Vogt, Sean Manaea, Kendall Graveman, and Ryon Healy.

"Our priority this year was to highlight our amazing city," said A's president Dave Kaval, who is spearheading the campaign to build a new ballpark in Oakland. "Our players loved shooting in Oakland and it was great to have fans watch and participate. From our downtown light pole branding to a large outdoor billboard presence, our fans and community will know that the A's are truly Rooted in Oakland."

"If felt like the city of Oakland rolled out the welcome mat for us," said D.J. O'Neil, founder and creative director of Hub Strategy & Communication. "From the "Big Heads" running around Lake Merritt to taking over Mayor Schaaf's office for six hours, it was really an awesome experience. We even had several fans introduce themselves to Marcus Semien, an East Bay native, and reminisce about their children playing Little League with him."

The five television spots feature music from Oakland band The Phenomenauts and their song, "Theme for Oakland." The spots are titled:

- **Mayor Melvin** – Oakland mayor Libby Schaaf thinks Bob Melvin to one day become the mayor of Oakland.
- **Elephant Country** – On a visit to the Oakland Zoo, Graveman, Gray, and Healy lose track of Stomper, who became distracted by a new love interest.
- **Out For Run** – A leisurely jog around Lake Merritt highlights how everyone on the A's takes fitness seriously, including players, fans, mascots, and vendors.
- **BART Training Camp** – The A's are always looking for new ways to train for the season. This year, the team survives BART Training Camp, led by Hale.
- **Fireworks Dreams** – Everyone dreams of getting on the Coliseum field, with the exception of a few A's players who may have different dreams.

In addition to the commercials, the 2017 advertising campaign will feature an expanded out of home campaign with Rooted in Oakland billboards and 122 light pole banners that will ring Lake Merritt and appear on key city streets. The campaign is fully integrated with television, out of home, radio, and digital ads. To view this year's television spots, visit athletics.com/rootedinoakland.

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WORLD CHAMPIONS...1910 • 1911 • 1913 • 1929 • 1930 • 1972 • 1973 • 1974 • 1989

AMERICAN LEAGUE CHAMPIONS...1902 • 1905 • 1910 • 1911 • 1913 • 1914 • 1929 • 1930 • 1931 • 1972 • 1973 • 1974 • 1988 • 1989 • 1990